



COMMUNICATIONS REPORT 1.21.22

UPDATES

- Offboarding Communications Manager at the end of the month.
- Communications Coordinator will remain to work on data migration and re-linking all documents on our website.
- Compiled a media report from January 2021 – present, but I erased the dashboard on our media monitoring site (Meltwater) yesterday, so could not share that with you today. They are working on restoring it. I will share as soon as I have it.
- Having internal conversations about options for the continued life of our website over the next decade. We will be reporting those out as we narrow down options.
- We are switching over from google drive to Microsoft One Drive, which means that all documents linked on our website using google drive will need to be re-linked using a One Drive link, including videos of meetings from VSSC. This will take some time but will keep our team busy.
- All advertising contracts have been zeroed out and billed for. I am compiling final reports and will share a master final report once I receive those.
- Produced a “Questions About New Maps” document, which is an updated FAQ for the public.
 - When do new maps go into effect?
 - Do I have a new representative?
 - What if a representative resigns?
 - Where can I see final maps?
 - Where can I see current maps?
 - Where can I find the final map report?
 - What’s deferred/accelerated voters?
 - Why is my district drawn this way?

INTERVIEWS (January 7, 2022 – January 21, 2022)

1/7/2022	Black Voice News	Fredy Ceja
1/10/2022	Silicon Valley Voice	Fredy Ceja
1/10/2022	Cal Matters	Ray Kennedy
1/11/2022	Talking Points Memo	Alicia Fernandez
1/12/2022	Silicon Valley Voice	Fredy Ceja

WEBSITE (January 7, 2022 – January 21, 2022)

- 21,750 Contacts in database/Purging contacts with no email
- 96K Views of website
- 52K final maps page views
- 21K home page visits

E-BLASTS (January 7, 2022 – January 21, 2022)

- PDF of Districts—30% open rate
- Meeting Cancelled and Updates—32% open rate

SOCIAL MEDIA

- Facebook—2,074 likes/**2077 likes**
- Instagram—525 followers/**527 followers**
- Twitter—3,226 followers/**3,228 followers**
- LinkedIn—377 followers/**380 followers**
- YouTube—**126 subscribers**